



WXYZ

ORDER

Print Date 09/14/12

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Flight Dates **09/18/12-09/24/12**

Contract / Revision **310952 /**

Original Date / Revision
09/13/12 09/13/12

Advertiser **CARE for Michigan**

Agency **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Product

CARE for MI - Q3 Issue - 9.18-9.24.1

Agency Com 15%

Billing Contact **Pam Newby**

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1082**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	53	\$67,150.00	\$79,000.00	0.00
Totals	53	\$67,150.00	\$79,000.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/24/12	53	\$67,150.00	\$79,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	09/18/12	09/24/12	6am News M-F Action News 6am	CM	6-7am M-F	11111--	:30	5	\$1,200.00	FX	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/18/12	09/24/12	11111--			5		\$1,200.00			0.00			
N 2	WXYZ	09/18/12	09/24/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11222--	:30	8	\$1,200.00	FX	0.00	NM	8	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/18/12	09/24/12	11222--			8		\$1,200.00			0.00			
N 3	WXYZ	09/22/12	09/22/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			



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Contract / Revision **310952** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:20:00

Advertiser **CARE for Michigan**

Product **CARE for MI - Q3 Issue - 9.1** Estimate # **1082**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	09/22/12	09/22/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-----S-					1	\$300.00		0.00			
N 4	WXYZ	09/22/12	09/22/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-----S-					1	\$750.00		0.00			
N 5	WXYZ	09/22/12	09/22/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-----S-					1	\$600.00		0.00			
N 6	WXYZ	09/23/12	09/23/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-----S					1	\$750.00		0.00			
N 7	WXYZ	09/23/12	09/23/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-----S					1	\$500.00		0.00			
N 8	WXYZ	09/18/12	09/24/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11-1---	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	11-1---					3	\$800.00		0.00			
N 9	WXYZ	09/18/12	09/24/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	--1-1--	:30	2	\$1,000.00	FX	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	--1-1--					2	\$1,000.00		0.00			
N 10	WXYZ	09/18/12	09/24/12	12-1pm M-F 12-1pm	CM	12-1pm	-1111--	:30	4	\$1,000.00	FX	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-1111--					4	\$1,000.00		0.00			
N 11	WXYZ	09/18/12	09/24/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	1111---	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	1111---					4	\$1,000.00		0.00			
N 12	WXYZ	09/18/12	09/24/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	11111--					5	\$2,000.00		0.00			
N 13	WXYZ	09/18/12	09/24/12	7p News M-F 7-730p	CM	7-730pm M-F	111-1--	:30	4	\$2,000.00	FX	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	111-1--					4	\$2,000.00		0.00			
N 14	WXYZ	09/23/12	09/23/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-----S					1	\$1,000.00		0.00			
N 15	WXYZ	09/18/12	09/21/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	-1-11--	:30	3	\$2,200.00	P-2	0.00	NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-1-11--					3	\$2,200.00		0.00			



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Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:20:00

Advertiser **CARE for Michigan**

Product **CARE for MI - Q3 Issue - 9.1** Estimate # **1082**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WXYZ	09/18/12	09/21/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	- 1- 11- -	:30	3	\$2,200.00	P-2	0.00	NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	- 1- 11- -					3	\$2,200.00		0.00			
N 16	WXYZ	09/18/12	09/21/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	- 1111- -	:30	4	\$3,500.00	P-2	0.00	NM	4	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	- 1111- -					4	\$3,500.00		0.00			
N 17	WXYZ	09/24/12	09/24/12	Monday Prime C Monday Prime C	CM	10-11pm Monday	M- - - - -	:30	1	\$6,000.00	FX	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	M- - - - -					1	\$6,000.00		0.00			
N 18	WXYZ	09/23/12	09/23/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	- - - - - S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	- - - - - S					1	\$1,000.00		0.00			
N 19	WXYZ	09/18/12	09/24/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-11	- 1- - -	:30	3	\$500.00	FX	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	11- 1- - -					3	\$500.00		0.00			
Totals														53	\$79,000.00